

# BOTTOMLESS CLOSET

FALL 2009

connecting women and work

# GUIDING LIGHT still shines bright at BOTTOMLESS CLOSET



After the longtime soap opera's last air date in September, Guiding Light's stock of business appropriate attire was donated for the over 1600 NYC women who are outfitted in the Bottomless Closet boutique each year.



It all started with a series of workshops that Derek Warburton, a professional stylist, hosted for our clients giving them a head to toe makeover.



That led to an article in the *New York Times* Style section, seen by Shawn Reeves, the Guiding Light's Costume Designer. The article highlighted the mission of Bottomless Closet, and its ongoing need for donations. After reading it, Shawn contacted us.



Thanks to that series of events, Guiding Light's business appropriate attire—clothing, shoes, jewelry, handbags and accessories lives on.



"Given the fact that we live in one of the most fashion-forward cities in the world, it's fitting for Guiding Light to provide clothing that will help women in our community gain an edge during the job interview process and remain competitive in the workplace," said Shawn. "We are delighted that this donation will provide women with the right business attire, which is especially relevant during these difficult times."

"The timing is perfect," said Kendall Farrell, Executive Director. As we head into fall, we're in need of more business attire than usual."



One of the women who has already benefited from the Guiding light wardrobe donation is Bottomless Closet client Francis Uzzle. "I've been a fan of Guiding Light for many years. I can't express what it means to me to be able to wear the clothing of some of my favorite actresses to help me succeed in the workforce."

"So much about interviewing is having confidence in the way you look and present yourself. With these clothes, I feel like I can accomplish anything!"

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## President's Message



As we've turned our thoughts to fall and see the coats and boots beginning to appear in the boutique, once again it is appropriate to take a look back over our summer and also to look ahead at some of the exciting developments that are just beginning.

As has often happened, an idea at a Board meeting was just a beginning. Sheila Lambert suggested we connect with **New York Liberty** Women's Professional Basketball team, our

neighbor at Madison Square Garden. Jessica Land, our Volunteer Coordinator, took the baton and a partnership emerged. We were the featured non-profit at a special game event devoted to the celebration of women. The team donated auction items which raised funds for us and showcased Bottomless Closet. At half time, our own Sheila joined other extraordinary NY women being honored on Center Court. What a treat seeing Sheila on the jumbotron. And, Liberty provided us with tickets to many of their games—which our clients thoroughly enjoyed.

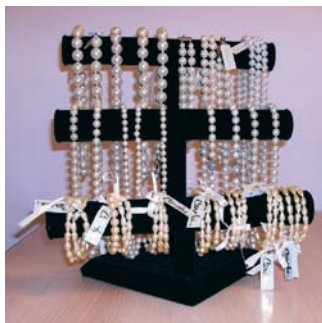
**Bank of New York Mellon** continues to broaden their association with Bottomless Closet. As many as 30 employees from all levels now work with our clients, provide one-on-one coaching and mentoring, run clothing drives, provide financial support and pitch in for the semi-annual sale. We can't begin to thank them for adopting us.

Take a look at our new and improved website, [www.bottomlessclosetnyc.org](http://www.bottomlessclosetnyc.org). It's more up-to-date, more interactive and more comprehensive! Thanks to the Communications Committee, Louise O'Regan Clark from Shelter Island Graphics and Kendall for their work over the summer to get this up and running.

Our coaching room was transformed to a beauty salon one morning, as Petula, a stylist for Good Morning America's Robin Roberts, provided pro bono cutting and styling services to our clients who were going on an interview that day. I witnessed those clients step out ready to conquer the world—with a new look, professional clothes and the self-confidence to succeed!

Our Financial Management series is fully published and available for clients. The series is based on Tami Peter's workshops, with a note from Jean Chatzky, Financial journalist and best selling author who regularly appears on *NBC's Today Show*, and who hosted a financial event for our clients. We are extremely proud of this effort and thank **High Water Women** and our colleague Tami for her endless dedication to making this a success.

**Forrest Solutions**, an employment services firm, is collaborating with our Programming Committee to create a new on-line job search initiative including a set of "Train the Trainer" materials. Many thanks to Priscilla Bijur, Patrycja Warda and Jacqueline Carter.



**Carolee**, producers of those wonderful pearls, continues to generously keep us stocked with the necklaces and bracelets that often put the finishing touch on a client's outfit. Thanks to Jeanne Sigler and Judy Hunt for introducing us to this good friend. *Please look for the Carolee promotion on p. 4 of this newsletter.*

These are but a few of the many activities and gifts we are enjoying and we are eternally grateful to all who enable us to do our work and share our passion to make

a difference in our women's lives.

—Diane Kenney



## ART UNDER THE STARS ★★ ★



On September 30th, the Young Leadership Council hosted the fourth annual evening of Art Under the Stars at the Sara Meltzer Gallery. The cool breezes outside did not deter a record crowd from enjoying this fantastic evening.



With over 150 tickets sold, this year was the largest event to date, and guests were able to explore the art installations, while viewing the many silent auction and raffle options. There was something for everyone—auction items included stunning diamond earrings from DeBeers, sports tickets for local teams, a 6 month membership to Garde Robe and a basket of delights from Nickelodeon. Bidding was brisk. In total, over \$35,000 was raised in support of Bottomless Closet.

A short program was led off by Andrea Mastro-Hoinacki, the Chair of the YLC, in which she detailed the work of the Council in support of Bottomless Closet's mission, as well as giving a warm welcome and many thanks to all. Bottomless Closet Executive Director, Kendall Farrell, highlighted the many ways in which the organization serves the needs of the New York City women who are our clients. And finally, Anahy Antara spoke movingly about her experience as a client of Bottomless Closet, and the many ways in which her life has changed by the experience.



And, before the evening came to a close, guests were able to sample desserts home-made by the multi-talented YLC members. Many thanks to all who helped make this evening such a success, especially to Amanda Smith Caterers and to Renaissance Wines, for their delicious food and wine. And a special thanks to Sara Meltzer, who graciously provided the use of her gallery for the evening.



## THANK YOU TO OUR GENEROUS DONORS

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## THE SEMI-ANNUAL SALE. A BIG SUCCESS!



Bottomless Closet held its semi-annual sale on Saturday September 26th. On this crisp and sunny fall day, 79 women came to shop, and they were not disappointed. As usual, a line of eager women formed before the doors opened.

Thirty clients were let in first, and they were met by a well-organized and helpful group of volunteers. To keep the traffic flowing,

new shoppers entered when others left. There were 28 dedicated volunteers handling all the logistics of the day, from check in to restocking, to check out and clean up. Additionally, in the days leading up to the sale, numerous

volunteers assisted in the sorting, labeling and organizing of all the items. The day before the sale, 13 volunteers worked tirelessly getting the boutique and sales areas ready.

Everything looked terrific and went smoothly. Clients were thrilled by the amount of merchandise, and were very eager to explore all the different sections and offerings. The jewelry area in particular was extremely popular!

As with previous sales, our clients were able to redeem points for clothing, which they accumulated by attending workshops. In total, 392 points were used. The single largest client redemption was 95 points—that client went home very happy, and with many, many shopping bags!

The sale grossed \$2583 in all.

**It was a very successful day, many thanks to all who made this possible!**

## Buy Jewelry and Raise Money for Bottomless Closet!

Participate in *Carolee's* online Fundraising Made Fun program! Shop online at [www.carolee.com](http://www.carolee.com), using the shopping code **CLOSET** at checkout, and Bottomless Closet will receive 10% of net sales. This terrific opportunity to raise funds for Bottomless Closet is available to you, your friends, family members and all BC supporters. A special thank you to the company's Director of Marketing & Public Relations, Nancy Risdon, who has most generously supplied Bottomless Closet with fashionable pearl jewelry these past few years. Nothing finishes off a client's interview outfit better than the addition of a simple pearl necklace, bracelet or earrings. Please pass the word around.

**BOTTOMLESS  
CLOSET**

connecting  
**women and  
work**

**15 Penn Plaza  
at The Hotel Pennsylvania  
Level B, Suite 40  
New York, NY 10001**

**The mission of Bottomless Closet** is to help disadvantaged New York City women become self-sufficient through a comprehensive program that begins with business attire and interview preparation and continues with professional development, financial management and personal enrichment. Using the model of women helping women and our network of dedicated volunteers, Bottomless Closet enhances our clients' self-esteem and self-confidence in order for them to enter and succeed in the workforce and improve the quality of their lives.